



UNIVERSITI PUTRA MALAYSIA

***RELATIONSHIPS BETWEEN CUSTOMER SATISFACTION, SERVICE
QUALITY, FENG SHUI AND CORPORATE IMAGE OF
A MALAYSIAN COMPANY***

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QUALITY, *FENG SHUI* AND CORPORATE IMAGE OF
A MALAYSIAN COMPANY**

By

WONG SHIN YEE

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
Fulfilment of the Requirements for the Degree of the Master of Science**

October 2015

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

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October 2015

Chair : Assoc. Prof. Zulhamri Bin Abdullah, PhD
Faculty : Modern Languages and Communication

Corporate image is an influencing factor for organizational commitment among customers. Nevertheless, it remains uncertain as to the extent of influence customer satisfaction and service quality possesses towards shaping the corporate image of property developers. This research mainly places focus on the influences of customer satisfaction, service quality offered by property developers and the buyers' perception on *Feng Shui* culture and how this in turn affects their purchasing decision. The aforementioned variables studied subsequently forms the positive corporate image. Impression management theory and a conceptual model based on Nguyen's and LeBlanc's (1998) research is applied to this study that specifically analyses the perceptions of customers towards developers' corporate image in terms of their satisfaction and service quality of the property. This research also looks into a typically non-traditional field of *Feng Shui* influences examining the perception of customers towards the property's *Feng Shui* on developers' corporate image. The quantitative method survey was applied on a sample of 93 respondents from selected property units using purposive sampling technique. The survey uses both descriptive and analytical methods. Correlation and multiple regression analysis were used to test the relationships between independent and dependant variables. The pilot test exhibited that the instrument has good construct validity. Moving forward, this study will lead to better insight of the complex relationships between corporate image, customer satisfaction, service quality and *Feng Shui* culture. The key findings suggest service quality as a vital factor in the context of the real estate industry. Moreover, it is equally important to note that that *Feng Shui* indeed plays a supporting role in creating a positive corporate image. Recommendations are also made available for future studies in this field.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

PENGARUH KEPUASAN PELANGGAN, KUALITI PERKHIDMATAN, *FENG SHUI* TERHADAP IMEJ KORPORAT SYARIKAT MALAYSIA

Oleh

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Oktober 2015

Pengerusi : Prof. Madya Zulhamri Bin Abdullah, PhD
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Imej korporat adalah faktor utama yang mempengaruhi komitmen organisasi dalam kalangan pelanggan. Walau bagaimanapun, ia masih tidak pasti setakat mana pengaruh kepuasan pelanggan dan kualiti perkhidmatan menyumbang kepada pembentukan imej korporat pemaju hartanah. Kajian ini berfokuskan kepada pengaruh kepuasan pelanggan, kualiti perkhidmatan yang ditawarkan oleh pemaju hartanah dan persepsi pembeli terhadap budaya *Feng Shui*. Kajian ini turut mengkaji faktor budaya *Feng Shui* dalam mempengaruhi keputusan pengguna dari segi pembelian hartanah. Pembolehubah yang dinyatakan di atas telah diuji dan pengaruhnya dalam pembentukan imej korporat beransang secara positif. Teori pengurusan tanggapan dan model konseptual berdasarkan penyelidikan daripada Nguyen dan LeBlanc (1998) digunapakai dalam kajian ini. Kajian ini secara khusus menganalisis persepsi pelanggan terhadap imej korporat pemaju dari segi kepuasan pelanggan dan kualiti perkhidmatan mereka terhadap harta perumahan yang dibeli. Kajian ini juga telah menguji persepsi terhadap imej koporat pemaju hartanah yang mengambil kira faktor budaya Feng Shui dalam pembangunan projek hartanah mereka. Kaedah kuantitatif yang berdasarkan kepada kajian soal selidik telah digunapakai dalam kajian ini. Sebanyak 93 responden yang terdiri daripada pemilik unit hartanah terpilih dengan menggunakan teknik persampelan bertujuan. Dari segi analisis data, kajian ini meliputi kedua-dua analisis deskriptif dan analisis inferensi. Korelasi dan analisis regresi berganda telah digunakan untuk menguji hubungan antara pembolehubah. Ujian rintis menunjukkan bahawa keadah-kaedah tersebut mempunyai kesahan konstruk yang baik. Kajian ini memberi sumbangan kepada pemahaman keseluruhan yang lebih baik daripada hubungan kompleks antara imej korporat, kepuasan pelanggan, kualiti perkhidmatan dan budaya *Feng Shui*. Hasil kajian utama menunjukkan bahawa kualiti perkhidmatan adalah faktor penting dalam konteks industri hartanah. Selain itu, hasil kajian menunjukkan bahawa budaya *Feng Shui* memainkan peranan sokongan dalam mewujudkan imej korporat yang positif untuk pemaju hartanah. Beberapa cadangan juga telah dicadang untuk kajian masa depan dalam bidang ini.

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I certify that a Thesis Examination Committee has met on 16 October 2015 to conduct the final examination of Wong Shin Yee on her thesis entitled "Relationships between Customer Satisfaction, Service Quality, *Feng Shui* and Corporate Image of a Malaysian Company" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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LIST OF ABBREVIATIONS

Etc.	Et Cetera
Et al.	And others
E.g.,	For example
SERVQUAL	Service Quality Dimensions



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CHAPTER 1

INTRODUCTION

1.1 Introduction

Every organization is currently attempting to create a bigger market share in highly competitive markets as, it is challenging to compete with many similar companies, in terms of product, service or solid business plan (Abd-El-Salam, Shawky, & El-Nahas, 2013). Corporate image represents an asset which allows the company to differentiate and creates competitive advantages for the organization (Lemmink, Schuijf, & Streukens, 2003; Rafael et al., 2009). Therefore, many organizations spend time, resources and efforts to build up a strong corporate image for their business.

Previous researchers suggest that a positive corporate image enables the firm to achieve a higher profit for an organization (Fombrun & Shanley, 1990; Robert & Dowling 2002; Kim & Kim, 2005). Relatively, portraying an unfavourable image to the stakeholders may destroy a company and push it out of presence (Nkempu, 2010). Malaysia External Trade Development Corporation (MATRADE) stressed that organizations need to build a brand image for their products and services because an organization's brand image is unique and cannot be copy by competitors (Stephen, Omar, & Wahid, 2007). Therefore, companies need to invest a great deal of resources and effort in order to create a positive image to achieve better performance.

In Malaysia, the residential housing market is highly competitive due to the continuous emergence of new developers. Minor differences among organizations will directly affect customer satisfaction towards the organization (Yang, 2011). Property buyers can be assured of the company's credibility by checking on the image of the developer as well as their previous customers' reviews and experiences before purchasing the property. A complete combination of product quality, service quality, and good image will draw the customer's attention and facilitate their final decision. Hence, a developer with strong corporate image in the industry should be a preferred choice for homebuyers or property seeker. In this context, property developers need to have a strong and established image to be distinct in the industry (Azoury, Daou, & Khoury, 2013).

Previous practitioners and academicians have been intrigued by the influence of corporate image (Smaizien & Orzekauskas, 2006). However, in the context of the property industry, there has been a lack of research in relation to corporate image (Richard & Zhang, 2012). The importance of corporate image should be focused a property context to increase the opportunities of positive image and potentially avoiding adverse consequences of an uncontrolled image. In the process of forming and nurturing corporate image, companies must fully understand the large spread of influencing factors and its stakeholders' perceptions towards said factors (Klaavu, 2009). An analytical study is necessary on measuring of property developers' image (Smaizien & Orzekauskas, 2006).

Previous findings indicate the customer satisfaction and service quality significantly contribute towards corporate image (Owino, 2013). This is likely to be applicable in the

property development business as well. In relation to this research, property buyers' satisfaction might have significant positive relationship with the developer's corporate image.

Despite the growing importance of research concerning service quality, there is a finite number of studies that examine the relationship of service quality and corporate image in a property developer context (Eliwa, 2006). Hence, it is necessary for researchers to conduct further studies in order to explore the role of satisfaction and service quality towards the developer's corporate image (Stephen. et al., 2007).

Wu et al. (2012) mentioned that Feng Shui is an influential factor on Chinese customer's housing selection process. A housing property whose location and other characteristic that conforms to the practice of Feng Shui will promote health, happiness, prosperity to the family staying in it (Kuek, 2004). Therefore, it is possible to examine the necessity to take Feng Shui culture in order to improve the property developer's corporate image in Malaysia.

This study will focus on corporate image in the property industry in Malaysia. Specifically, it will look into real estate developments in Kuala Lumpur, Malaysia. It consists of four parts, the first part provide a review on corporate image, customer satisfaction, service quality and Feng Shui. Secondly, the relationships between the variables will be examined the hypotheses. Thirdly, the findings of the research are presented. Lastly, the discussion on this study's findings, implication, and suggestion to future researches will be further analysed.

1.2 Background of Study

Throughout the years, corporate image has been tested in many fields, which includes education, banking institution, leisure service sector, cultural service sector, travel industry, hospitality and etc. Specifically, the corporate image is established on a person's ideas, beliefs, feelings, impressions, managerial attitudes, behaviour, and philosophy (Dowling, 1986). According to Richard and Zhang (2012), it requires time for organizations to build and assemble their image and assemble organizations image. Nguyen and Leblanc (1998) highlighted that the corporate image is a concept set in the subjectivity of the public, based on the public's accumulated experiences with the organization.

Customer satisfaction is an important element of building a strong corporate image (Grum & Grum-Kobal, 2010). In general, the customer's confidence is significantly dependent on the product brand, previous satisfaction of using the product and the sales history of the company, thus, influencing customer's attitude and purchasing decision (Haque, Javid & Shameem, 2006; Coltman, Timothy & Latukefu., 2000). Within the business sector, customer satisfaction and its measurement play an important role to improving and sustaining competitive advantages (Grum & Grum-Kobal, 2010).

In order to achieve continuing accomplishment in the industry, an organization should pay attention to the customer satisfaction on product, service and relationship. Aligning customer satisfaction contributes an extensive insight to the customer affective and conative behaviour. Hence, continues improvement and development of customer services skills are very important (Cengiz, 2010).

By measuring customer satisfaction, organizations will have customer and competitors' knowledge in the market. Singh (2006) emphasizes that organization's profit can be improved under the positive effect of user satisfaction. Some authors suggested that organization should ensure that their customers are extremely satisfied with the products and services instead of merely satisfied (Akinjare, Oluwunmi, & Iroham, 2012).

A house is generally regarded as the largest single expenditure made by an individual or a family. Davis and Fine-Davis (1981) state that satisfaction or dissatisfaction with a home can greatly influence the individual's and/or family feelings of general well-being and quality of life. While satisfaction levels of customers with other customer durables can be important, a house is the largest customer durable purchased and therefore would potentially provide the emotional motivation for work, happiness and other positive emotion (if satisfied) or if not satisfied, negative emotions (Hausknecht & Webb, 1991).

According to Chiang and Tang, (2003), among the two crucial factors that influence the success of a housing project are (1) the quality of the house and (2) the property developers' service quality. This will eventually influence the house buyers' satisfaction. Indirectly, this can also influence the private developers' revenue and market shares. Customers tend to become more demanding in choosing their companies because customers request a higher quality house or services (Nisa, Sepani, Suranga, & Raufdeen, 2007). If a potential customer is dissatisfied with the services rendered, the company might lose out potential clients to competitors who are able to fulfil the customer's requirements. Thus, the developers must understand the homebuyer's demand in order to meet and maintain customer satisfaction level.

In an increasingly competitive environment service quality as an essential strategy for success and survival has attracted increasing interest in over the past 20 years (Ismail, Haron, Ibrahim, & Isa, 2006). Superior service quality is the most important contributor to organization profits (Babakus & Boller, 1992). Basically, service quality is the discrepancy between reality and perceptions. The relationship between perception and expectation could significantly affect the level of perceived service quality (Knutson, Stevens, Wullaert, & Yokoyoma, 1990).

Indeed, service quality is an influential factor for most of the service sector business's growth and development (Powell, 1995). Szymanski (2001) highlighted the increasing number of firms are selling services instead of selling merchandise. More often than not organization with good service quality poses a challenge to other organization (Rahaman & Rahman, 2011). The way forward to stay competitive in the property industry is to place emphasis on the service quality level to buyers by the developers in the industry. The reason being service quality is evaluated by the degree to actual service level that matches customer expectations of said service. Once the weightage is identified, property developers can make good use of service quality to improve their performance (Mang'eli, 2013). As service quality is needed by an organization to create a positive corporate image and attract new customers, high service quality is believed to the key to profit enhancement for the organization (Rachel, 2006).

With regards to the Feng Shui factor, the ancient Chinese believed there was system and equity in the earth, and that by following positive actions individuals could attract good fortune to themselves (Webster, 2005). The origin of the idea is that there is a

universal life force. It will either affect humans in a positive or negative light depending on their physical state and environment (Marsha, 2007). Considerations of residential property purchases include location, environment, price, infrastructures and the characteristics of residential property units (Juan et al., 2010). Besides these, it is a well-known fact that some homebuyers associate Feng Shui with housing property as many come to value the positive impacts of Feng Shui to the lives of its practitioners (Nicole, Andrew, & Jeff, 2013).

In China, some property developers skip the number four (4) in their buildings (Bourassa & Peng, 1999). This is due to four (4) being considered as the most unlucky number in the Chinese culture due to its similar pronunciation with, among others, "death" (Bourassa & Peng, 1999). So (2009) explains that homebuyers tend to buy a residential property that will promote the family health and good fortune. Similarly, counter to economic rationality, Taiwanese customers were reported to be willing to spend nearly 15% more money for a product when the price point included a lucky number 8 (Kramer & Block, 2008), and because of the association of number 8 with good luck in Chinese language and culture, the Beijing Olympic Games was scheduled to begin on eight of August in 2008 (Carlson, Moven, & Fang, 2009). A majority of Chinese from all over the world are found to still hold belief in Feng Shui especially when it comes to purchasing residential properties. In fact, one of their main concerns lies in the element of Feng Shui as one the deciding factor before they make decision to purchase a property (So, 2009).

According to Feng Shui practices, it is believed factors such as location, design and house or street numbers are able to contribute towards the household harmony and prosperity. Oliver (2012) highlighted that a property with good Feng Shui has a higher market value than one without because of the assumption that good Feng Shui will bring prosperity and good health.

Although Feng Shui is generally considered as a superstitious and unscientific element in this modern society; nevertheless it does play a role in influencing one's decision when making house-buying decision. Some developers are implementing Feng Shui principles in building residential property in order to improve atmosphere, income, luck, and prosperity and attract homebuyers (Poulstonn & Bennett, 2012). Feng Shui compliments the property developer's aims of building and creating a more dynamic, productive and profitable real estate development with the use of Feng Shui. Baen and Teoh, (1992) conclude that Asian investors appreciate residential property with good Feng Shui elements in United State of America.

The residential property market has evolved from its early initiation, from a shelter to an object in portraying of personal accomplishment and endeavour. It includes various aspects such as safety, intimacy, harmony and freedom (Mustafa & Ghazali, 2012). The developers strategize city planning in line with Feng Shui values and build residential properties and commercial properties that promotes joyful, wealth, promotion, health, and avoids bad fortune (Xu, 1998) which in turn produces a win-win situation for them and the buyers (Xu, 1998). Therefore, developers tend to meet the customers' needs by proactively injecting Feng Shui values into the development of a project. Thus, developers can combine traditional Feng Shui principles and modern sciences in building residential property and maintain a favorable corporate image through Feng Shui.

Furthermore, real estate marketers in the United States of America agreed that properties that emphasize on Feng Shui elements are more preferable by Asians (Fost, 1993). Adopting the suggestions from real estate marketers, a developer attempted to build properties with some new insights such as reducing the number of “T” intersections, disapproving rectangular front lawns, planting some bushes, etc. 80% of the project revenue consisted of Asian buyers (So, 2009). This suggests that customers possess a high demand on auspicious features to be incorporated in residential property.

A study from Auckland shows that Chinese homebuyers still favour lucky house numbers even though they are not superstitious in Feng Shui (Boyer, 1995). The resistance of “unlucky” numbers is significant because they believe that the reselling price will be affected if the invested property has an unlucky house number (Boyer, 1995). Western real estate professionals are also accepting advice from Feng Shui experts as well (Bourassa & Peng, 1999). They are incorporating the use of lucky house numbers in their development in order to boost their sales (Bourassa & Peng, 1999). Although superstition is often regarded as irrational and unfounded, practitioners try to justify it on the grounds of superstition’s substantive validity or instrumental value (Tsang, 2004).

In this dissertation, the objective is to examine the influence of Feng Shui culture has in residential properties and how it contributes towards the formation of property developer’s corporate image in Malaysia (So, 2009). Feng Shui appears as a trend due to China becoming an important anchor in global business activities. In order to cater Chinese market, various aspects of Chinese culture has to be adapted in global level (Nicole et al., 2013). This exploratory study attempts to examine on how a non-traditional area influence the corporate image of development. This study possesses a high potential in attracting interest in this relevant but currently not widely researched area (William, 2009).

Developers should be aware of the importance of Feng Shui in developing residential property, and should combine traditional Feng Shui principles and modern sciences to develop and maintain a favourable corporate image through Feng Shui (William, 2009).

1.3 Statement of the research problem

Nguyen and LeBlanc (1998) in their research tried to identify relationship between customer satisfaction and corporate image. However, results found that satisfaction has an indirect effect on image in a financial services context. In spite of this, past literature indicates that customer satisfaction is highly linked to corporate image (Rosnah, 2008). Practically, it is common that dissatisfied customers’ will purchase property with the same developer in the future and there are some possibilities to create negative word of mouth (Mary & Surulivel, 2014). Therefore, this study aimed to test the relationship between property buyers’ satisfaction and developers’ corporate image.

Nonetheless, corporate image studies done within other industries, segments and from other countries. Evidence of this relationship still remains unclear in the realm of the property developer industry. The main purpose of this study is to achieve a better understanding of the extent to which customer satisfaction, service quality, and Feng Shui culture will contribute to corporate image in the context of Malaysia property sector.

On the other hand, because of these industry differences, service quality determinants for other industries may be inapplicable to property developer aspect (Mang'eli, 2013). Customers typically prefer the product of those who provide the superior product quality (Sirdeshmukh, Singh, & Sabol, 2002). Unlike other service industries, the services from property developer are characterized as being prescriptively customized. That is, there is a high degree of customer customization because the buyer is continuously involved in and affects the production process (Mang'eli, 2013). Studies also demonstrate higher levels of service quality will form a favourable overall image in banking services industry (Howcroft & Davis, 1986). Services cannot be easily imitated, displayed or communicated to competitors (Emma, 2010; Mang'eli, 2013). This intangibility therefore presents several marketing challenges. Hence, this study aims to examine the link between service quality and corporate image of property sector.

When it comes to real estate, beliefs such as Feng Shui can be a determining factor for many property buyers. Feng Shui has becoming more noticeable to study and discuss in the global level (Han, 1987). This has been applied to many area of expertise broadly (Han, 1987). Nowadays, properties buyers tend to be more willing to accept the Feng Shui culture. They will attempt to look for residential property that will promote the family health and harmony. According to Bell (1999) property with good Feng Shui will be tagged with a higher price and those units with bad Feng Shui will be let go and a much lower price (Bond, 2008). Kuek (2004) mentions he will still buy the property even if the price is higher but with good Feng Shui. A superstitious buyer can be categorized as cognitive customer as he/she is involved in searching for information about superstitious beliefs such as Feng Shui and attempts to make decision based on the said (Mihart, 2012). As opposed to an increase of sales with good Feng Shui features, this will also potentially increase the number of unsold vacant units in the property with undesirable Feng Shui.

Hence, Feng Shui can hinder common property element that lead to difficulty in sales, that in turn may lead to management problems in developers' company (Joey Yap, 2013) Ultimately, Feng Shui can use as a brand enhancement tools to maximize the developers' corporate image. This study tries to fill the gap by examining how Feng Shui culture will impact property developer's corporate image so that developer could better understand potential homebuyers' expectation, identify a niche market encompassing those prone to believing in Feng Shui, and tailor housing property to the needs and beliefs of potential homebuyers. What is the extent of the role Feng Shui plays in property and the enhancement of the property industry's corporate image in Malaysia?

1.4 Research Questions

This study attempt to find answers for the following questions:

1. What is the level of customer satisfaction, service quality, Feng Shui culture and Mah Sing Group Berhad's corporate image among Hijauan Residences property buyers?
2. How does customer satisfaction related to corporate image of developer in property industry?
3. How does service quality related to corporate image of developer in property industry?

4. How does Feng Shui culture related to the corporate image of developers in the property industry?
5. What is the most important factor that influences developer's corporate image?

1.5 Research Objective

This general objective is to mainly focus on the relationship of customer satisfaction, property developers' service quality and property buyers' expectation on property's Feng Shui in order to form developer's corporate image.

The research objectives are as below:

1. To determine the level of customer satisfaction, service quality, Feng Shui culture and Mah Sing Group Berhad's corporate image among Hijauan Residences property buyers.
2. To examine the relationship between customer satisfaction and developer's corporate image.
3. To examine the relationship between service quality and developer's corporate image.
4. To examine the relationship between Feng Shui cultural influences and developer's corporate image.
5. To determine the most important factor influences in developer's corporate image.

1.6 Significance of Study

This study extends the explanatory value of the corporate image based on property buyers' satisfaction and property developers' service quality in the context of the property industry in Malaysia. Research will further investigate the relationship of customer satisfaction, service quality, and Feng Shui culture on developer's corporate image. This research will also address the importance of Feng Shui expectations in residential property. Hence, this provides valuable insight and constitutes a contribution to knowledge.

Moreover, this research will provide new insights to property developers in understanding customer satisfaction and service quality in having a direct effect and impact in boosting the property developers' corporate image. There is a need for developers to have deeper perspective on property buyers' perception towards the corporate image of their company. By acquiring the in-depth knowledge of the dissimilar property buyers' needs and requirements, developers will be able efficiently manage the diverse property buyers' interests. Often, this key element is overlooked by developers. Findings of this study will further improve the development and management of developers in the long run.

In addition, results of this study illustrate the main factors affecting property buyers' satisfaction. Quality of residential property may be improved after property developers adopt the findings of this study. Besides that, said findings may offer suggestions for policy makers to take into account and maintain the goodwill of property development

industry and society. Moreover, findings of this study is also expected to reduce the likelihood of building residential units that do not fulfil property buyers' requirements, which in turn reduces the number of unsold vacant units. Furthermore, Feng Shui has been an element of consideration for property buyers to make their decision in buying residential property. This research is a contribution to the literature by addressing the potential role and impact of Feng Shui culture in Malaysia's property industry.

Property developers have traditionally competed on price and variety of services. However, due to tough competition faced in the industry, firms have begun to take initiatives of looking into other strategies to attract customers; one of the which is to elevate the organization's corporate image (Mang'eli, 2013). While there have been previous research efforts conducted with regard to corporate image for products and services, there are still areas that needs further study. Thus, the extension on study of property sector corporate image would be necessary (Cheng & Cheok, 2008).

1.7 Scope of the study

The scope of this study is to examine the relationship between customer satisfaction, service quality, and Feng Shui culture towards developers' corporate image. This research will focus on homebuyers in Green Residence from Mah Sing Group Berhad. The rationale of conducting the study of buyers from Mah Sing Group Berhad is attributed to the company's approach in applying Feng Shui ideals during the development of Green Residence project. The target group are Hijauan Residence homebuyers. Respondents have to understand the meaning of Feng Shui culture in order to answer the questionnaires. Tenants and unoccupied units are excluded in this study.

1.8 Limitation of the study

This study like most others has its limitations. Firstly, with limited resources the study places focus on four variables - corporate image, customer satisfaction, service quality and Feng Shui. Secondly, this method of study is only focus on quantitative method. The third limitation is geographical limitation. In this research, all of the data samples are collated only from Klang Valley; thereby, lacking in opportunity to present the study with a larger sample size and a wider geographical scale. Thus, other possible area may have been able to provide more conclusive data. Thus, other places and area have been neglected. The next limitation is that this research only study on single developer, which is Mah Sing Group Berhad. This is because Mah Sing Group Berhad is the only developer that approved this study. Despite of the research limitation, the researcher believe that the findings presented in this research shall be able to provide guideline to Mah Sing Group Berhad to improve their customer satisfaction, service quality, Feng Shui culture and positive corporate image.

1.9 Keywords definition

To provide precise meaning of terminology used for this study, the following key terms is further explained as below:

Corporate image

A procedure by which ideas, feelings, and previous experiences with an organization are stored in memory and transformed into meaning based on stored categories (MacInnis & Price, 1987).

It is dependent on the perception of each specific group of people and on the type of experiences and contacts they have had with the company (Nguyen & LeBlanc, 1998; 2001).

Customer satisfaction

A person's feelings of pleasure or disappointment resulting from comparing the product's perceived performance (or outcome) in relation to his or her expectation (Kotler & Keller, 2006).

It is a comprehensive evaluation based on all the experience relating to a certain product or service (Yang & Zhu, 2006).

Service quality

Service quality in this study is defined as the customers' overall perception of service performance. (Parasuraman et al., 1996)

Feng Shui culture

Feng Shui is a traditional East Asian practice based on the dynamics of energy in the human and natural environments of the world (James, 1999).

Feng Shui literally means wind (Feng) and water (Shui) and refers to the ancient Chinese art of creating harmony between inhabitants and their environment. (Tsang, 2004)

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